Social Media Toolkit
Title: Halloween Safety
Launch Date: 09/30/2019

Introduction
Describe content of toolkit.
Describe background of topic
Describe the source(s) for the toolkit content

     This toolkit will contain Facebook and Instagram posts related to Halloween safety and a few items on healthy food for Halloween (since it is a time for eating a great deal of sweets.)

     Halloween is an annual holiday celebrated each year on October 31. It originated with the ancient Celtic festival of *Samhain*, when people would light bonfires and wear costumes to ward off ghosts. In the eighth century, Pope Gregory III designated November 1 as a time to honor all saints; soon, All Saints Day incorporated some of the traditions of Samhain. The evening before was known as All Hallows Eve, and later Halloween. Over time, Halloween evolved into a day of activities like trick-or-treating, carving jack-o-lanterns, festive gatherings, donning costumes and eating sweet treats.[1]

     Fall celebrations like Halloween and Harvest Day are fun times for children, who can dress up in costumes, enjoy parties, and eat treats. These celebrations also provide a chance to give out healthy snacks, get physical activity, and focus on safety. The Centers for Disease Control and Prevention offers these safety tips[2]

Swords, knives and other costume accessories should be short, soft and flexible

Avoid trick or treating alone. Walk in groups or with a trusted adult

Fasten reflective tape to costumes and bags to help drivers see you

Examine treats for choking hazards and tampering before eating them. Limit the amount of treats you eat

Hold a flashlight while trick or treating to help you see and others see you.

Always test make up in a small area first. Remove it before bedtime to prevent possible skin and eye irritation

Look both ways before crossing the street. Use crosswalks.

Lower your risk for serious eye injury by not wearing decorative contact lenses

Only walk on sidewalks whenever possible or on the far edge of the road facing traffic

Wear well-fitting masks, costumes, and shoes to avoid blocked vision, trips, and falls.

Enter homes only if you're with a trusted adult. Only visit well-lit houses. Never accept rides from strangers.

Eat only factory wrapped treats. Avoid eating homemade treats prepared by strangers

Never walk near lit candles or luminaries. Be sure to wear flame resistant costumes.

Target audience/high-risk subsets
Describe target audience
     Everyone who celebrates Halloween
Describe high-risk or sub-populations, if appropriate
     Parents/guardians of children who will go trick or treating
     Children who will go trick or treating
     Adults/teens who are driving during trick or treating times

Target Audience Needs/Issues/Considerations
*Include considerations that the opposition may provide

Consideration of safety may not be considered as much as it should be – On Halloween, there are many people outside and many distractions. It is good to remind people about safety because it may be forgotten about in all the excitement.

Halloween safety is also for adults, too – adults and teens who are driving when there is trick or treating need to be extra careful and watch for distracted children.

Supporting Campaigns
*Include organizations that would have credible information and would be likely to have their own campaigns
Centers for Disease Control and Prevention
National Safety Council
Safe Kids Worldwide

References
[1] The History Channel. (2019, September 13). Halloween 2019. Retrieved on 9/24/19 from: https://www.history.com/topics/halloween/history-of-halloween
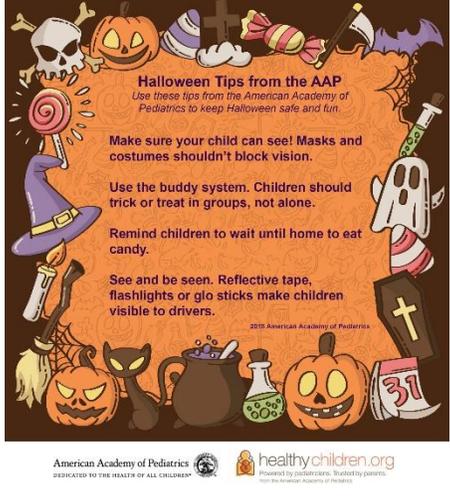
[2] Centers for Disease Control and Prevention. [Internet]. Halloween Health and Safety Tips. Retrieved on 9/23/19 from: https://www.cdc.gov/family/halloween/index.htm

Toolkit Content

Please list: Developer(s) Affiliation(s) Title(s)	Sandra Vasenda NEOMED MPH Student
Estimated time used to create	7 hours
Date submitted	9/25/2019
DUE date & TARGET date for release (Monday)	

Approvals

(Needs at least one reviewer per column—initial appropriate column)

Reviewer	Date	Format & language (grammar)	Social media content	Public health content
Amy Lee	9/25/2019	AL		AL
Mallory McMaster	9/30/2019		MM	

Approvers Instructions

- Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred.
- Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits

Reviewer	Items for review
Public health content	Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.
Social media content	Layout, imaging, length of posts
Format and language	Good grammar, punctuation, format compliant with toolkit guidelines.

Content recency	All messages in this toolkit were generated in September, 2019 and contain up-to-date information prior to the launch date.
Accuracy	Sources of all data are provided (all credible sources) YES or NO

Social Media Platforms Included

Platform	Ideal number	In this toolkit
Facebook	5	5
Twitter	10	11
Instagram	5	5
Hashtags (for Twitter or Instagram)	10	10
Video (YouTube)	Optional	3
Print media (e.g. press release)	Optional	
Other (list): Photos Blog post ideas	Optional	

FACEBOOK

Facebook 1		Source: National Safety Council https://www.nsc.org/portals/0/Documents//NSC%20Images_Advocacy/Safety%20at%20Home/halloween.jpg Words to accompany: • A responsible adult should accompany young children on the neighborhood rounds • If your older children are going alone, plan and review a route acceptable to you • Agree on a specific time your child should return home • Teach your children never to enter a stranger's home or car • Instruct children to travel only in familiar, well-lit areas and stick with their friends • Tell your children not to eat any treats until they return home
Facebook 2		Source: American Academy of Pediatrics https://www.aap.org/en-us/about-the-aap/aap-press-room/news-features-and-safety-tips/Pages/Halloween-Safety-Tips.aspx Text to accompany: Candy isn't the scariest Halloween hazard!
Facebook 3		
Facebook 4		
Facebook 5		

	Infographic	Website	Embedded link	Caption (if provided	When accessed	Permission
Facebook 1		https://www.cdc.gov/cpr/infographics/trickortreatchecklist.htm		Are you ready to for #TrickorTreat? We have a last-minute checklist!	9/24/19	Source: Centers for Disease Control and Prevention
Facebook 2		https://www.safekids.org/infographic/quick-tips-safe-halloween	<iframe width="100%" height="500" frameborder="0" src="https://www.safekids.org/embed/1944"></iframe>	Ready to rock out to Monster Mash and eat candy by the handful? Here are some helpful tips to stay safe and have fun.	9/24/19	Source: Safe Kids Worldwide

Facebook 3	BE SEEN ON HALLOWEEN	https://www.safekids.org/sites/default/files/Images/Infographics/halloween_safety_infographic_2013.png		Be seen on Halloween	9/24/19	Source: Safe Kids Worldwide
Facebook 4						
Facebook 5						

TWEETS

Twitter best practices
- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum of 2 hashtags)*

Tweet 1	Costumes aren't the only scary thing lurking around on Halloween: kids should be with a parent, guardian, or another trusted adult to keep them safe while Trick or Treating #halloweensafetytips
Tweet 2	Kids should use glow sticks or flashlights to help them see and be seen by drivers tonight while trick or treating. #halloweensafetytips
Tweet 3	Plan your #TrickorTreat route and share it with your family. If possible, have an adult go with you. #Halloweensafetytips
Tweet 4	Unless you can glow in the dark, be visible when you are outside. Night is falling earlier with the seasonal change. #Halloween
Tweet 5	Children are more than twice as likely to be hit by a car and killed on #Halloween than on any other day of the year. (National Safety Council)
Tweet 6	At twilight and later in the evening, slow down and watch for children in dark clothing
Tweet 7	All costumes, wigs and accessories should be fire-resistant. Your #Halloween costume should be lit, not actually lit.
Tweet 8	Take a flashlight with you when you go #TrickorTreating. Navigating stairs and sidewalks can be tricky, and some homes are poorly lit.
Tweet 9	Car traffic doesn't stop for #Halloween! Look left, right and left again when crossing and keep looking as you cross.
Tweet 10	Keep candle-lit jack-o'-lanterns and luminaries away from doorsteps, walkways, landings, and curtains. Place them on sturdy tables, keep them out of the reach of pets and small children and never leave them unattended.
Tweet 11	Expecting trick or treaters or having a party? Provide healthier treats for trick or treaters such as low-calorie treats and drinks. For guests, offer a variety of fruits and vegetables.

INSTAGRAM
Instagram best practices
- *Post 3-4 times during the week*
- *Use varying content (not only picture sharing but include videos and graphics)*
- *Use relevant hashtags so people can find your content*

Instagram 1			Check out these #HalloweenSafetyTips before the big night! Girl Scouts Arizona @gsacpc
Instagram 2			Happy Halloween! Remember these #halloweensafetytips as you and your kids Trick-or-Treat tonight. @FCPublicHealth
Instagram 3			
Instagram 4			
Instagram 5			

	Infographic	Website		Caption (if provided	When accessed	Permission
Instagram 1		https://www.foodallergy.org/education-awareness/teal-pumpkin-project		Teal Pumpkin Project	9/24/19	Source: Food Allergy Research and Education
Instagram 2		https://pbs.twimg.com/media/CSaCpktWcAArbhH.jpg		A safe Halloween is a Happy Halloween	9/24/19	Source: Brockville On. Police Service Community Safety
Instagram 3		https://search.creativecommons.org/photos/c7ce21b9-15a6-49b7-	<p style="font-size: 0.9rem;font-style: italic;">"IN the	Show us your best costume.	9/24/19	Source: Creative Commons (provide appropriate credit, a link

		[9455-627fd497a8df](#)	Car2"by mattbatt0 is licensed under CC BY-NC-ND 2.0</p>			to the license and whether or not changes were made (no changes were made to this photo from the original). Be sure to include this: *"IN the Car2" by mattbatt0 is licensed under [CC BY-NC-ND 2.0](#)*
Instagram 4					
Instagram 5					

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#Halloween
Hashtag 2	#HappyHalloween
Hashtag 3	#TrickOrTreat
Hashtag 4	#SafeHalloween
Hashtag 5	#HalloweenSafetyTips
Hashtag 6	#HalloweenForKids
Hashtag 7	#HalloweenFun
Hashtag 8	#HealthyHalloween
Hashtag 9	#halloweensafe
Hashtag 10	#saferhalloween

VIDEO (OPTIONAL)

Media	Image	Website	Embedded Code	Caption if provided	When Accessed	By Whom	Permission
Video #1		https://www.youtube.com/watch?v=B6VqROp16MY	`<iframe width="560" height="315" src="https://www.youtube.com/embed/B6VqROp16MY" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>`	Halloween Safety Tips (length 1:0**5)**	9/24/19	SV	Source Canadian public broadcast service
Video #2		https://youtu.be/4aIZYZhr5M0	`<iframe width="560" height="315" src="https://www.youtube.com/embed/4aIZYZhr5M0" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>`	Why Candy isn't the Scariest Halloween Hazard (length 1:54)	9/24/19	SV	Source: American Academy of Pediatrics
Video #3		https://www.youtube.com/watch?v=uEZMNEOzmjU#action=share	`<iframe width="560" height="315" src="https://www.youtube.com/embed/uEZMNEOzmjU" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>`	Be safe, be seen on Halloween (length 0:3**5**)	9/24/19	SV	Source: Safe Kids Worldwide